



## Hello Business and Organization Leaders!

Have you considered Fort Wayne Parks & Recreation sponsorships to improve your brand awareness?

Sponsorship marketing is unique and can help you reach your target market in innovative ways. We

offer a variety of sponsorship opportunities and we can help you find the best way to reach your audience through our events and programs.



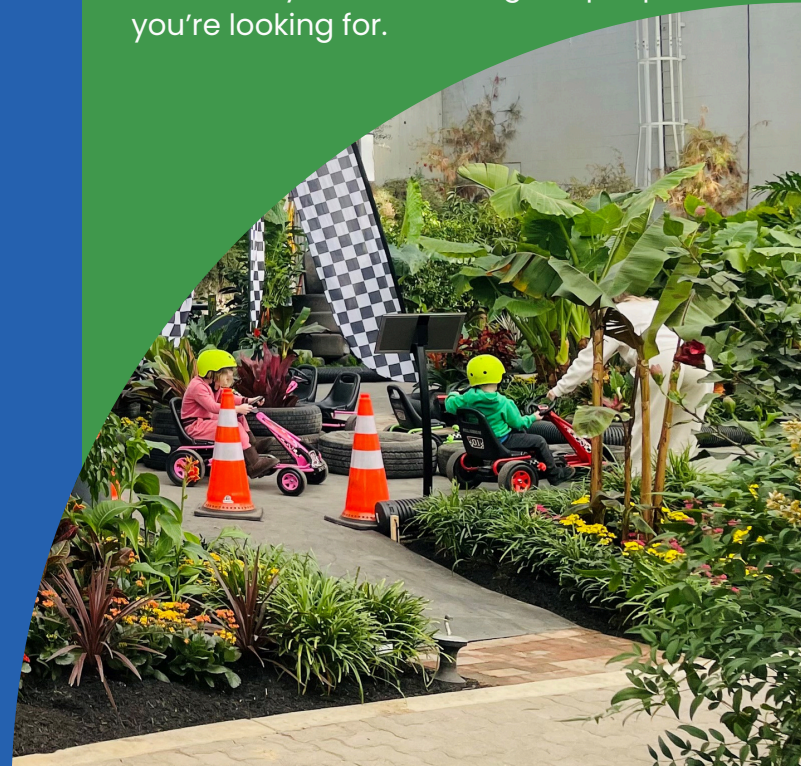
FORT WAYNE  
PARKS AND  
RECREATION



## CONNECTING TO YOUR AUDIENCE

The Fort Wayne Parks and Recreation Department offers a wide range of sponsorship and advertising opportunities that will help you reach your potential customers and clients.

Our team organizes annual programming through the support of donors, charitable organizations, and sponsors. The activities we provide include youth and adult athletics, instructional programs, community events, festivals and much more. We are committed to offer recreation opportunities for every citizen, which gives our sponsors a chance to reach a variety of audiences. In this guide you will find sponsorship opportunities that could be a great way to support your community while reaching the people you're looking for.







## Youth Athletics

Parkview Sports Medicine  
Pee Wee/Jr. Golf  
Tour

Lifetime Sports Academy

### Foellinger-Freimann Botanical Conservatory

Showcases

Bunny Tales in the  
Garden

Mother's Day in the  
Garden

Mother's Day Plant Sale

Live Butterfly Exhibit

Father's Day in the  
Garden

Jazzworks

RootsFest

Botanical Brew

Rocky Horror Movie Night

Night of Lights

Santa and Reindeer

### Riverfront Programs

Muddy River  
Concert Series

Dragon Boat  
Races

Headwaters  
Ice Skating

### Weisser Park Youth Center

### Jennings Recreation Center

### McMillen Park Community Center Events and Programs



## CURRENT SPONSORSHIP OPPORTUNITIES

### Downtown Community Center

Sensory Room

Halloween Haunt

Santa's Workshop

Senior Games

Active Aging Week

Preschool/Youth  
Classes and Activities

Volunteer Luncheon

Winter Carnival

Daddy Daughter  
Princess Ball

Veterans' Breakfast

Holiday Dinner and  
Light Tour

### Winterval

### Salomon Farm Park

Farmers' Market

Concert on the Farm

Christmas on the  
Farm

Fall Harvest Festival

Handmade  
Homemade Sale

Sunflower U-Pick  
Season

### Foellinger Theatre Concerts

# READY TO LEARN MORE?

We provide a unique opportunity to promote your business with engaging and affordable exposure while you are investing in the health and well-being of your community.

If you would like to learn how we can connect you with the demographic categories that mean the most to your organization, let's meet to chat!

Contact Rob Hines, Manager of Development, at [rob.hines@cityoffortwayne.org](mailto:rob.hines@cityoffortwayne.org), or call 260-427-6028 to start the conversation today.

